



**FOR IMMEDIATE RELEASE**

**The Fallon Company Unveils Architectural Renderings of  
New Office Tower at 301 Hillsborough Street in Downtown Raleigh**

*Developer offers design preview for first of three buildings to comprise the new mixed-use development that will transform a central block in Raleigh's fast-evolving downtown*

**Raleigh, NC (February 19, 2019)** – [The Fallon Company](#), one of the most active private developers on the East Coast, today unveiled architectural renderings for the first phase of development at 301 Hillsborough Street. The 19-story curved glass commercial tower will anchor The Fallon Company's mixed use development on Hillsborough Street— billed as the new nexus of a diverse urban environment in downtown Raleigh.

Designed by award-winning Durham-based [Duda | Paine Architects, PA](#), the commercial tower will offer more than 275,000 square feet of prime office space designed to optimize collaboration and connectivity. Paying homage to the four adjacent city districts, the streetscape will feature extensive public amenities with ample outdoor and indoor seating, wide pedestrian-friendly sidewalks, human-scale design and a host of additional amenities and public realm improvements. The sweeping architectural design of the tower unifies what will be a dynamic and cohesive commercial, residential, retail and hospitality development. The exterior elements reinforce the building's commitment to movement with a spacious multi-purpose amenity terrace at the midlevel that is open to all building tenants and invites unique opportunities for wellness, event programming and entertainment.

A bright, expansive office lobby with communal gathering space will anchor the building's most prominent corner at Hillsborough and Dawson streets. In addition, modern amenities including an exclusive tenant fitness center, bike concierge, innovative technology features and bookable conference rooms will round out the building's prominent offerings. An inviting entry and streetscape with restaurants, cafes and outdoor seating create an active and varied pedestrian experience for office tenants and passersby alike, reinforcing the building's connectivity and integration with the existing urban landscape.

"301 Hillsborough presents a tremendous opportunity to implement best practices in urban design," said Michael Fallon, Chief Investment Officer of The Fallon Company. "As we kick off phase one with an innovative commercial offering, we look forward to advancing our vision to redefine the site as a connection point between the city's four distinct districts—Warehouse, Glenwood South, Capital, and Fayetteville. We endeavor to create a landmark that elevates the city's commercial appeal while honoring its unique character. The Fallon Company's commitment to best-in-class developments will be memorialized with this addition to the built environment."

Highly visible, easily accessible, and surrounded by an abundance of new residential, commercial and retail activity, the building's location and amenities provide unique opportunities for users to attract



talent and support future growth. The surrounding area benefits from a burgeoning retail, dining, entertainment and cultural ecosystem. Examples include Morgan Street Food Hall, Nash Square, and a diverse array of nearby bars and award-winning restaurants.

“With its sleek curved façade, 301 Hillsborough Street provides a fresh perspective on design in downtown Raleigh,” said Turan Duda, Founding Principal of Duda|Paine Architects. “Highly visible as you approach the city from multiple directions, the commercial tower adds a memorable new profile to the Raleigh skyline, while thoughtfully integrating characteristics of the four surrounding districts, creating an architectural richness and diversity.”

The 301 Hillsborough commercial office tower, the first phase of development at the site, is anticipated to begin in Q3 2019 and deliver in Q4 2021.

### **About The Fallon Company**

The Fallon Company is a privately held commercial real estate owner and developer headquartered in Boston, Massachusetts. Founded by Joseph F. Fallon in 1993, The Fallon Company has developed more than \$4 billion in real estate, representing more than six million square feet of property. It is proudly recognized as a leader in mixed-use urban development and one of the most active private developers on the East Coast. Fallon brings to its projects a unique focus on large-scale urban design geared toward transforming neighborhoods into cohesive, community-driven environments. For more information about The Fallon Company, visit [www.falloncompany.com](http://www.falloncompany.com).

###